

**Contract # 240150**

<b>Schedule Dates</b>	10/10/16-10/14/16
<b>Advertiser</b>	Adam McElvain for Redding City Council (10424)
<b>Agency</b>	Pacific Sky Marketing (3459)
<b>Product</b>	Political - City/County Races (1043)
<b>Brand</b>	Adam McElvain for Redding City Council (103822)
<b>Salesperson</b>	Wilcox, Terri (1235)
<b>Sales Office</b>	KRCR
<b>Buyer Name</b>	Christensen,Bret
<b>Phone/Fax</b>	(530) 999-6066 /
<b>CPE</b>	N/A
<b>Account Types</b>	Local/Political Candidate
<b>Billing Type</b>	Standard
<b>Comments</b>	

Date Entered	10/05/16
Last Modified	10/05/16
Entered By	Terri Wilcox
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$412.50
Net Total	\$2,337.50
Sales Tax	

## Redding ABC (KRCR)

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Oct. 2016	15	\$2,750.00
<b>Grand Total:</b>	<b>15</b>	<b>\$2,750.00</b>

[illegible]

# CONFIRMATION CONTRACT

Product: test-06-pm-gg/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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# KRCR POLITICAL OCT 10-14 2016

#240150



Advertiser: Adam McElvain Redding City Council  
 Agency: Pacific Sky Marketing  
 Buyer: Bret Christensen  
 Length(s): :30  
 Proposal #: 403875  
 Market [Rank]: CHICO, CA-RENTRAK LO  
 Books: SEPTEMBER 16-RENTRAK LO  
 Flight Dates: 10/10/16 - 10/14/16

Station Contact:  
 Name: Terri Wilcox  
 Phone: (530) 243-7777  
 Fax:  
 Email: twilcox@krcrtv.com

Program	Rate	Oct	Cost	A1849	A50+
DP Days Time	Weeks	10	Spots	000 CPM	000 CPM

KRCR

NEWS CH 7: DAYBREAK 6AM

M M-F 6:00A- 7:00A

Rationale: OV:08.25.16-09.10.16 (RENTRAK-LO)

	\$150	5	\$750	7.7	8.4
	1		5	\$19.48	\$17.86

CHANNEL 7 NEWS @ 5PM

R M-F 5:00P- 5:30P

Rationale: OV:08.25.16-09.10.16 (RENTRAK-LO)

	\$200	5	\$1,000	10.0	15.9
	1		5	\$20.00	\$12.58

CHANNEL 7 NEWS @ 530PM

R M-F 5:30P- 6:00P

Rationale: OV:08.25.16-09.10.16 (RENTRAK-LO)

	\$200	5	\$1,000	10.6	16.7
	1		5	\$18.87	\$11.98

Weekly Subtotals

15	\$2,750
15	

Demo breakdown:

Demo breakdown:								
	Spots	Cost	GRP/GI	CPI/CPM	Reach	Frequency	Net Reach	Population
A1849	15	\$2,750	141.50	\$19.43	45.54	2.88	49,211	108,061
A50+			205.00	\$13.41	50.2	3.63	56,397	112,344

Month breakdown (calendar):

	Spots	Spots %	Cost	Cost %	GRP/CI	GRP/CI %	CPI/CPM	Reach	Frequency
Oct-16	15	100%	\$2,750	100%	141.50	100%	\$19.43	45.54	2.88

Dayparts: M - MORNING; R - EARLY NEWS

Client Signature:

*[Handwritten Signature]*

Date:

9/29/16